

In the capacity of the Serbian Presidency of the EU Strategy for the Adriatic-Ionian Region (EUSAIR) and the Adriatic-Ionian Initiative, the Ministry of Culture and Media of the Republic of Serbia prepared several projects, events and activities to be implemented within this period – the Expert meeting on Mosaics, the Art Exhibition on traditional motifs from the Region and the screenings on the issue of the Cultural landscape, etc.

The first one is already realized in October and included the experts on cultural heritage from 7 EUSAIR Members States - ***The Experts Meeting “Interpreting and Promoting Cultural Heritage Sites: Mosaics in the Region (EUSAIR)”***, held in Belgrade and Zaječar, Serbia.

The experts meeting tended to explore the various forms of interpretation and presentation of archeological cultural heritage, especially mosaics *in situ* in the EUSAIR region. The overall aim of the meeting was to bring together cultural heritage experts from the EUSAIR Member States (and Adriatic-Ionian Initiative), in order to map the perspectives and development models of interpretation and presentation of archeological sites and especially mosaics in the EUSAIR region, at all levels – from practical forms and work in each country, within the administration and jurisdiction at the national level and eventually as part of the regional developmental strategy and cultural policy.

Accordingly, one of the key issues was the intercultural cooperation in the field of promotion and interpretation of cultural heritage, which is part of the broader and still expanding field of the creative industries as one of the key notions nowadays in defining the cultural strategies.

The experts visited Gamzigrad - *Felix Romuliana* the archeological site inscribed on the Unesco Heritage List (2007), rich in Roman mosaics.

#### **Conclusions from *the Experts Meeting “Interpreting and Promoting Cultural Heritage Sites: Mosaics in the Region:***

- to contribute to a better understanding and presentation of common cultural heritage in the Adriatic-Ionian region - within the framework of the Strategy (EUSAIR);
- one of the main question that we should make is “Who are we doing for” – for the well-being of the region or each community and the whole region;
- what is thus important – to teach the local inhabitants, especially un-professionals to protect the cultural sites – that is in our common interest – in order to more develop sustainable tourism in all our countries;
- in that sense we have to continue to share the knowledge and experience among all cultural and other active actors in the Region;
- as well, on of the most important points should be the Cross-sectorial approach. Beside the tourism and culture we urgently need to involve other sectors, in relation with archeological sites and architecture – such as communications, construction, ecology as well as education, etc.

- for example - the question of the shelters above the archeological sites need the deeper dialogue regarding the best practices within the national legislations (legislation to be compared);
- The fact is that we all have different legislative frame and this could be negative point for the development of the sector of tourism;
- One of suggestions is to make the Guidelines for National legislation on preservation and conservation; that will concern the shelters as well; it seems that all countries have the same problems of preservation of the Cultural heritage... especially of the mosaics; that is a common place;
- aware of these problems, the Serbian Institute for Conservation thus initiated the **Project SEE Mosaics** that overlaps with the Adriatic-Ionian Region and the Strategy;

**An international expert meeting SEE MOSAICS V “Conservation of Mosaic Bedding Layers - How to Preserve” (SEE MOSAICS V) was held in Zajecar, from October 1-4, 2019.**

This is the fifth meeting implemented within the regional SEE Mosaics project: *Developing a Network of Experts for Mosaic Conservation and Promotion of South Eastern Europe's Mosaic Heritage*. The project was initiated to strengthen international cooperation in the conservation and presentation of mosaics in Southeast Europe. This year's meeting continues to foster the network of experts in the field of mosaic conservation and restoration. the meeting will contribute to the conservation and presentation of mosaics at archeological sites, highlighting the important issue of conservation and restoration of mosaics *in situ*. Main topics relate to mosaic conservation and restoration techniques at sites, use of modern technologies and materials, as well as presentation of mosaics preserved *in situ*.

- For instance Serbia is in several cultural routes;
- One of them is “The cultural routes of Roman Emperors” (whereas the Memorandum of understanding on cooperation within project - The cultural routes of Roman Emperors - was signed in 2012, between Serbia, Croatia, Bulgaria and Romania).
- The idea of the Experts meeting in Belgrade is to enlarge this Cultural Route or to initiate the new on the Mosaics in the Adriatic-Ionian Region;
- This can contribute to further development of tourist potentials based on the symbiotic unit or an artistic - architectural work for itself
- Just to remain you, the concept of “**The cultural routes of Roman Emperors**” encompasses  
*Life and death of Roman emperors, Roman emperors' palaces, cities, military camps, architecture, Roman culture, Roman cuisine, Roman literature, Roman art..... etc.*

- The Roman Emperors Route(RER) is connected with **The Danube Wine Route (DWR)** that open the possibilities of widening toward other EU Strategies... as potential for tourism...
- Thus, any networking among the experts especially in the field of culture could make the benefit to all Region...
- **And, at the end we are extending the invitation to the Ministries of all Member States to nominate the participants of the Art Exhibition on traditional ornaments from the Region and for the screenings on the issue of the Cultural landscape.**
- The official invitation will be sent in the forthcoming period.

## 2. The Exhibition - Traditional Ornaments of the EUSAIR region

Organizers will be The Museum of Applied Arts and the Ethnographic Museum in Belgrade

- Partners: institutions in the EUSAIR region with , Foundation "Novi Sad 2021"

Place and time: Spring 2020 - The Museum of Applied Arts and the Ethnographic Museum in Belgrade, Belgrade

- The main idea for the exhibition is to collect the variety of traditional symbols and ornaments, and present them into common narrative through new curator practice.

## 3.MOVIES ABOUT THE CULTURAL LANDSCAPE

- As a part of the implementation of the **European Landscape Convention** of the Council of Europe, the proposal is to organize a screening of movies related to the cultural landscape (for example in Serbia - Bac with the environment, Golija Nature Park - Golija-Studenica), protected areas - nominated or located on the UNESCO tentative list, biodiversity (part of the UNESCO's World Network of Biosphere Reserves) or similar films selected by EUSAIR member countries that would be screened in the period of two-days with the aim to promote the SEE region.
- Place and time: Spring 2020 / Yugoslav Cinematheque; Novi Sad

The Ministry of Trade, Tourism and Telecommunication of the Republic of Serbia is planning to organize the round table on the issue - **THE ROMAN EMPERORS AND DANUBE WINE ROUTE - THEMATIC APPROACH -TERRITORIAL NETWORKING: RAISING AWARENESS OF COMMON VALUES**

**The Roman Emperors Route (RER)** and **The Danube Wine Route (DWR)** are cultural routes which promote cultural tourism in the region of the Middle and Lower Danube. Using various promotional instruments, Croatia, Serbia, Bulgaria Romania and Hungary present antique monuments from the Roman emperors' era and wine making tradition as an innovative tourism offer, as well as the integral part of the European cultural identity.

The Roman Emperors Route leads visitors to the times when Roman armies occupied the eastern part of Europe, which became a starting point for longer military missions. This route is a unique opportunity to see the places where Roman emperors lived and died, lead their battles, tried to heal their wounds, built new cities, monuments, palaces and villas, or merely stayed for a while. Some of them were even born in this region. On twenty one locations in four Danube countries, one has a chance to walk down well preserved twenty-century-old streets, touch the robust walls of Roman fortresses, spas, palaces, villas and towns, read inscriptions in stone plaques, and explore the importance of the Danube, both in antique and modern times. The Danube Wine Route adds value to the Roman Emperors Route, explores the tradition and the art of wine making. At the same time, it is an excursion to a number of undiscovered destinations along the river - to small towns and villages where the Danube history and tradition can still be felt. This route offers twelve different destinations - wine regions, where a visitor has the opportunity to taste the wine and the food, to meet the people, see the vineyards and wineries and explore the Danube's cultural and geographic diversities - not just in theory, but through a live experience and personal impressions. Cultural routes designed in such a way are an important contribution to the differentiation of the European tourism offer and the utilisation of the benefits of a shared Roman-era cultural and ethnological heritage.

Place and time: Spring 2020

- **Thank you in advance and looking forward to seeing you in Belgrade, on these occasions.**